MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018 SESSION

LCT1017 – COMMUNICATION THEORIES

(All sections)

16 OCTOBER 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page with **ONE** section only.
2. Answer **ALL** questions in **SECTION A**.
3. Write all your answers in the ***Answer Booklet*** provided.

SECTION A: STRUCTURED QUESTIONS [50 MARKS]

Instruction: Answer *ALL* questions.

1. Explain the *five* basic elements of communication (5 marks)

2. Encoding and decoding are essential for communication. How do different thinkers theorize the *process of encoding and decoding*? (4 marks)

3. Briefly explain the following metaphors of *theory*:
   a. Theories as Nets (2 marks)
   b. Theories as Lenses (2 marks)
   c. Theories as Maps (2 marks)

4. In semiotics, what is a sign and what is its structure? Give an example. (3 marks)

5. a. Explain what is *communication competence*. (1 mark)
   b. Explain "effectiveness" and "appropriateness" in communication competence and provide *two* examples for each. (6 marks)

6. a. Explain what rhetoric in communications refers to. (1 mark)
   b. Explain the five canons of rhetoric. (5 marks)
   c. Explain the importance or use of rhetorical theories in reference to communications. (1 mark)

7. Coordinated Management of Meaning (CMM) theorists distinguish between *stories lived* and *stories told*. Explain this claim. (5 marks)

8. Two crucial variables in Burgoon's expectancy violations theory are the *violation valence* and the *communicator reward valence*. Explain the difference between these two variables or indexes. (2 marks)

9. a. Complete the following two sentences to create two shorthand axioms of uncertainty reduction theory.

   As uncertainty is reduced, _____ is increased. (1 mark)
   As uncertainty is reduced, _____ is reduced.

   b. Combine the two axioms described in (a) above into a theorem that Berger supports. (2 marks)

10. According to Baxter, what is "utterance chain"? Explain. (2 marks)

11. Explain the following key terms:
    a. Tribal Age (2 marks)
    b. Literary Age (2 marks)
    c. Print Age (2 marks)

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